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MANPOWER ADVISORY COUNCIL

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MANPOWER ADVISORY COUNCIL

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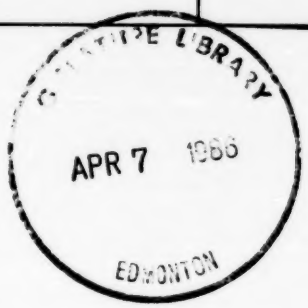

18th Floor, Park Square
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May 31, 1985

Honourable Ernie Isley
Minister
Alberta Manpower

Sir:

I have the honour to submit the 1984/85 Annual Report of the Manpower Advisory Council.

Respectfully submitted,

G. S. H. Lock
Chairman

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STATEMENT OF THE CHAIRMAN

The mandate of the Manpower Advisory Council embraces all questions which affect the supply and demand of manpower in Alberta. Since its formation in 1977, the Council has witnessed enormous changes in economic conditions within the province, indeed throughout the entire country, and in the questions which we have addressed and have changed accordingly.

Through its membership, the Council seeks to maintain active liaison with all sectors of the economy, and we have often listened to representation from associations, companies, and individuals. As the manpower needs of Alberta change, the Council will continue to adapt in order to offer the most relevant and up-to-date advice to the Minister of Manpower. As Chairman, I look forward to the discussion and debate of ongoing and new problems, the solutions to which can only lead to economic prosperity for us all.

MANPOWER ADVISORY COUNCIL MEMBERS 1984/85

Chairman

Dr. Gerry Lock
Dean, Interdisciplinary Studies
University of Alberta
Edmonton

Vice Chairman

J. Clayton Spence
Barrister and Solicitor
Fort McMurray

Leonard Pelland
Danbrook and Pelland Plumbing
Grande Prairie

Sandra Scott
Businesswoman
Calgary

David H. Fagan
Manager, Construction Labour Relations
Associated-Kellog Ltd.
Edmonton

Clinton E. Dunford
C.E.D. Consulting Ltd.
Lethbridge

Durward A. Lukenbill
Businessman
Winfield

ANNUAL REPORT OF THE MANPOWER ADVISORY COUNCIL

Introduction

The Manpower Advisory Council was established by the Government of Alberta to conduct a continuing review of the manpower or labour force goals and needs of the province. The Council carries out their reviewing assessment in the public interest and thereby advises the Minister of Manpower accordingly.

All sectors of the economic community are represented on Council. Members representing management and unions have a voice in their discussion of labour force issues. Meetings are held at least five times in any given year.

The economic downturn experienced by our province, due in part to weak world prices for oil, natural gas, and grain, produced a major change in the labour force. Alberta moved from a period of high demand for workers to a period of low demand. This low demand was particularly true of the construction industry, which recorded high levels of unemployment in the major centres of Calgary and Edmonton.

As the recession subsides and economic recovery begins, the positive growth will again change the human resource development needs of the province. These needs will thus have to be addressed by the Manpower Advisory Council.

Recent Activities of the Council

A number of issues and concerns were considered by the Council. In some cases, candid presentations were heard by the Council members and at times discussed directly with the Minister of Manpower. These included:

- The delivery of training through private versus public institutions
- On-the-job training
- Native education
- The Alberta apprenticeship program
- Current manpower trends
- Provincial job creation programs
- A native employment strategy
- Females in the workforce
- The Manpower Development Act

Current Activities of the Council

In the current period, the Manpower Advisory Council discussed a number of issues and informed the Minister of their concerns or indicated support on some items to the Minister. These included:

- A letter of appreciation was sent by the Chairman to Gordon Armstrong, the former Executive Secretary of the Council.
- Provincial employment and training programs were reviewed with the Minister.
- Entrepreneurial stimulus support was endorsed by Council and the Minister informed by letter.
- A Hospitality industry support proposal was endorsed by Council and the Minister informed by letter.
- Bill 35, the Apprenticeship, Training and Certification Act, was discussed with the Minister.
- Native problems and employment were considered.
- Entrepreneurial immigration was reviewed.
- Jurisdictional overlap of programs among provincial departments and with federal departments were considered.

Future Activities of the Council

With the expected impact of moderate economic growth accompanied by a likely slow population growth, there will continue to be manpower issues requiring consideration. These will include:

- The differing impact of economic recovery on the various industrial sectors. Construction and manufacturing industries may well continue experiencing relatively high levels of unemployment.
- Structural shifts in the economy and emphasis on technology will influence the requirements for training and re-training of the labour force.
- The labour force will be affected by the general increasing age level of the population and their needs along with the declining youth age group.
- Supporting improved relationships between governments and among business, labour, and industry associations to enhance the job creation environment for special needs groups in our society.

Conclusion

With the encouragement of the Minister of Manpower, the Manpower Advisory Council has provided a useful forum for exchange of ideas on manpower-related issues. The Council members look forward to the continuing challenge of addressing manpower concerns in close cooperation with business, industry, and labour.